

Impact of Social Media on the Society: A Critical Study

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Abstract: *Social media is a platform for audiences around the world to discuss their issues and opinions. Before we know the real aspects of social media, people need to know what social media means. Social media is a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos, and more on the Internet. The social network is transforming the behaviour of young people interacting with their parents, peers, and how they use technology. The effects of social networking are twofold. On the positive side, social networks can act as valuable tools for professionals. They achieve this by helping young professionals to market their skills and to seek business opportunities. This paper covers every aspect of social media with its positive and negative effects. Focus is on specific areas such as health, business, education, society and youth. In this paper, we explain how these media will have a broad influence on society*

Keywords: Social media, facebook, Instagram, peers